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P. Berg et al.

Supplemental Response and Request for Reconsideration

REMARKS

Applicants extends thanks to Examiner Pillai for the courtesy of a telephone interview conducted on August 10, 2004 with the undersigned representative and with inventors Andrew Bradley and Donald Hoffman.

During the telephone interview, the Wattenberg reference was discussed, as were the features of Applicants' invention. In view of the telephone discussion, the Examiner has invited Applicants to submit claim amendments. To further advance prosecution of this case, Applicants have submitted this Supplemental Response with claim amendments that it is believed will place the claims in condition for allowance.

Applicants submitted an Amendment on July 13, 2004 in response to the Office Action dated January 14, 2004. Applicants respectfully request entry of this Supplemental Amendment and request further examination of the amended application.

A. THE WATTENBERG PATENT vs. THE INVENTION

The patent to Wattenberg (U.S. Patent No. 6,583,794) describes a tree map display system. During the telephone discussion with the examiner, Applicants compared and contrasted Wattenberg, and in particular, reviewed Fig. 2A, Fig 2B, and Fig. 9 of Wattenberg with the present invention.

It was particularly noted that Wattenberg cannot change the attributes with which the tree map display is associated. For example, in accordance with the present invention, the attribute with which the size of a subfield area is associated can be changed. This was discussed in the context of a product demonstration at the Web site of The Hive Group, the assignee of the present invention (available at the URL of www.hivegroup.com/salesforce.html). In the "Demos" section of the Web site, a Salesforce Management display was discussed. In accordance with the invention, the Salesforce Management display can be changed so the size of a subfield area can be changed from being associated with the attribute of "total sales" to being associated with the attribute of "percentage of sales quota met". As discussed with the examiner,

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Wattenberg cannot provide this feature. Other display features can be changed, such as grouping and color. For example, color can be changed from being associated with "total sales" to being associated with the "sales quota" goal. When the attribute is changed, the tree map is reconfigured in accordance with the changed attribute. Wattenberg cannot change an attribute with which the display area is associated and cannot reconfigure the display in accordance with the change.

For example, in Fig. 19, Wattenberg describes changing the color of his display. The attribute with which color is associated, however, does not change. Thus, Wattenberg's color scheme may be changed from red and green to blue and yellow, but the color will still be associated with "total sales" or "sales quota" or whatever data attribute with which it was already associated. Thus, in Wattenberg, the attribute with which color is associated cannot be changed.

B. THE AMENDED CLAIMS

The independent claims of the application have been amended and specifically recite the attribute changing and display reconfiguring feature, which Wattenberg does not show or suggest. Claim 1, for example, has been amended to recite:

... the menu window shows information relating to the bounded subfield area data subset and can receive user criteria from the user to ~~specify additional information relating to the bounded subfield area~~ change an attribute with which the bounded subfield area is associated and reconfigure the display window in accordance with the changed attribute.

The ability to change the attributes with which a display area is associated and to reconfigure the display is described in the specification at page 40, line 14 through page 41, line 3. This feature is illustrated in Figure 13 and Figure 14.

The specification at pages 40-41 describes that the attribute with which the subfield display is changed can be, for example, size, or grouping, or color. These

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three specific attributes, from which the display is then reconfigured, are the subject of new claims 57 (size), 58 (grouping), and 59 (color).

All of the independent claims have been amended to recite the feature of changing the attributes with which the bounded subfield area is associated and reconfiguring the display window in accordance with the changed attributes. For example, Claim 7 has been amended to recite

... receiving user criteria from the user to specify a changed attribute with which a bounded subfield area is associated and reconfiguring the displayed subfield area according to the received user criteria.

Claim 19 has been amended to recite:

... wherein the device receives user criteria from the user to specify changed data criteria relating to an attribute with which a bounded subfield area is associated and changes the displayed subfield area according to the received user criteria.

Similar changes were made to Claims 29, 34, 39, and 49 (Claim 50 was canceled and the dependency of Claim 51 was changed accordingly).

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REQUEST FOR ALLOWANCE

In view of the claim amendments and the discussion presented above, it is submitted that all of the pending claims (Claims 1-56) and all of the new claims (Claims 57-59) are patentable.

Respectfully submitted,
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